



VIPS
CERT
Neighborhood Watch
WIAAP
READY
Medical Reserve Corps
Fire Reserve Corps
Crime Prevention

State Citizen Corps Council
Meeting Minutes
April 28, 2010

Council Attendees

- | | |
|-------------------|-------------------|
| ▪ Jason Bisonette | ▪ William Stolte |
| ▪ Terry Dryden | ▪ Terry Timmerman |
| ▪ Michael Egan | ▪ Roger Weber |
| ▪ Peter Fox | ▪ Betsy Wilcox |
| ▪ Steve Herman | ▪ David Duecker |
| ▪ Terri Leece | ▪ David Roberts |
| ▪ Doreen Martinez | ▪ Greg Engle |

Subcommittee Meeting 10AM – 12PM

- **Approval of Minutes:** Motion made by Terry Dryden to approve the July 22, 2009 meeting minutes. Motion seconded by Terry Timmerman. Motion approved by unanimous voice vote.

Community Preparedness Initiatives Updates – Greg Engle: Community Preparedness Council Update

- Idea of creating integrated approach is going to be shelved until new administration / leadership is in
- Not going to get any new appointments under this administration
- Propose that we elect an interim chair and continue with the current council until that point

Projects Update - Registry has seen a lot of progress under Betsy. Co-sponsored VOAD conference.

- Discussion
 - Q: Will funding change with new administration?
 - A: With FY10, we will be getting that grant in July (it will see an approximately 10% reduction). That will remain the same until FY11. FY11 will be approved in November / December.
 - Q: What about SAA / future funding changes with the new administration?
 - A: We don't know. Right now, we use a funding advisory committee made up of multi-discipline representatives. There has been a lot of consistency from year to year. We're continuing to commit ourselves to the registry, WeVolunteer, and partnership / training initiatives. There are funding proposals for the future that you will comment on later (beyond CERT, etc) and a new program from FEMA that will be talked about later.

Election of Interim Chair: Discussion – Roger Weber volunteers. Motion made by Terry Dryden. Motion seconded by Terri Leece. Motion approved by unanimous voice vote.

Citizen Corps Branding/Marketing: Greg Engle - Many projects and websites up and running - this can be confusing as there's no sense of an overall strategy. Talked with WEM; there is interest to go elsewhere besides Ready Wisconsin as there's confusion / conflict with the federal Ready.gov initiative. The proposal calls for an umbrella, unified brand and website that everyone would be under". Would create a unified association with the many projects: One site, one resource.

The parent initiative would feature product links that everyone would see the connection. We will be able to expand our audience and outreach and leverage the natural relationship between personal / citizen preparedness and volunteerism.

Discussion

- Q: How would you connect all of this together?
 - A: It would be one website. Partner associations / initiatives would upload / update their own content. Links to other organizations (Red Cross, etc) could just be simple links. The purpose of this would be to make a one-stop shop for citizen preparedness in the state.
- Q: Where would the funding / management come from?
 - A: OJA currently funds three websites with federal funding. Site hosting may be OJA or WEM. Web and marketing folks can get together to piece this together. Adam has technical and design talent to put something together. The focus here is having one site and having it look consistent.
- Q: Concern that people will need to get at the table (the contributors). Communication will have to be good, or else there will be infighting / inconsistency.
 - A: There are going to be difficulties in this. In a way, this may be a good thing.
- Suggestion that agreement language may be required. It requires things of the administrators, but the opportunity for greater audience is great.
- Agreement that cross-marketing (representing the whole) may be needed to.
 - For example, the registry needs a home. This may be an opportunity / visualization of the citizen preparedness council
- The present site(s) would go away (WeVolunteer, etc). Everyone will have to give up a little / change something, but we're prepared to do that. This is a good time to redesign.
 - Ready Wisconsin is running into problems with the name (FEMA suggested there may be some trademark infringement). This is a logical point for branding changes. The concept of umbrella branding makes a lot of sense. Site structure / formatting is going to be a challenge with multiple administrators. Needs to be vibrancy, currency, and consistency.
 - Administrator discipline is needed for adherence to CSS formats and templates.
- Q: There is a lot of talk about format / content. What considerations are there for the "umbrella" branding? What agencies would be included? Is there a process to include various agencies? The agencies included must be sensible.
 - A: There will be ways to do this (application process, approval from the CCC)
- Suggestion to create a steering / oversight committee made up of the site administrators.
- Recommendation
 - Recommendation made by Terry Dryden to have OJA move forward with this initiative. The Citizen Corps Council recommends to have a formal proposal at the next meeting.

WEVOLUNTEER Newsletter - The newsletter is published. OJA feels that under the new marketing strategies, we could better utilize funding by moving away from a printed newsletter (printing is extremely expensive).

Discussion - Suggestion to use these funds in alternative ways (statewide marketing campaign, school programs, etc). Suggestion to keep marketing regionalized / localized to create local interest.

Registry Pilot Update: Betsy Wilcox - Top priorities were the creation of a registry and a curriculum that would be comprehensive enough to help emergency management and non-profit organizations participate in volunteer management. Have hired a halftime state administrator (manages two registries).

Progress - Steering committee looked at registries and decided on Volunteer Solutions (pretty uniform agreement on the ultimate product). Desire to promote the registry to allow the effective use of volunteer skills in the State of Wisconsin. The registry was demonstrated at the Governor's Conference and received much participation and feedback. Counties or regions will have a local administrator trained to manage the registry. Synergy is being built within other agencies and registries (WEAVR an example) so that the duplication of effort is minimized. Steering committee met in March, approved draft and selected five counties to be piloted in 2010: Fond Du Lac, Barron, Jefferson, Kenosha, Fifth unknown (small up north) - working on selection. There is a broad range of population and capabilities. Extend money until the of 2010. Registry capabilities are being demonstrated.

Discussion:

- Q: What about proactively alerting people to opportunities?
 - A: Newsletters and emails can be signed up for; if you're signed up, there can be prompts for emails and newsletter sign-ups
- Q: How do we maintain individual data?
 - A: Account managers at the county level will be trained - these folks must continue to contact volunteers
- Q: How can we separate WEAVR and Volunteer Solutions?

- A: You would have to talk to Billie at WEAVR; this may actually not be a bad thing as it's not easy to track who moves from WEAVR / the registry, etc.
- Q: You may be activating someone from WEAVR who is also registered
 - A: That may happen
 - A: May be beneficial for people to be in both systems
- Q: What does a county have to do to join?
 - A: Find someone to manage the program, essentially; in the non-pilot period, the steering committee will be working on this
- Q: Is there some way that a group of techies that could be shipped to an emergency scene to help with this?
 - A: There will be a support team to help locals under duress
 - A: We also hope to create a working group of county managers that know the system (mutual aid); the goal is to create a network, not silos
 - A: System features can be toggled on and off based on emergencies and etc.
- Q: I like the program, but there isn't the level of support at the county level in a disaster.
 - A: I think it's mistaken to think that we're putting this on the locals; Not necessarily one right one answer
- Suggestion that things will start falling into place as time passes
- Q: What is my obligation to respond if I register for WEAVR?
 - A: None
- Q: Is there a system so people can say that they're not available for response?
 - A: There's one built in, we just haven't worked with it now; biggest concern is that there crossover in volunteerism (Spanish speakers one example); when something big happens, everyone wants to help

Student Tools for Emergency Planning (STEP) Program: Student Tools for Emergency Planning started in the NE region by a teacher. One hour training / information at a fifth grade level. Each student will get a backpack with emergency supplies in it. Cost is about \$8 / unit. CERT members used to teach it, but teachers are also doing it now. Train-the-trainer program is coming once funding and planning is secured. Piloted in New England; FEMA has said that they would pilot two more regions this year. Looks like Wisconsin will be a pilot (hopefully September / October). Will come back when we see how much FEMA money we have available. School preparedness has conferences at the end of October (fall), and or working with READY program schools. Michelle Collins' presentation on March 24 was very impressive; 100% of schools reenlisted the second year. A lot of buy-in at the teacher and school level. FEMA provides 100% of the cost for this year FEMA had said \$1,000 - \$2,000 for 20-25 schools. Looking at early adopters / testers. There are some questions about long-term future / sustainability. Meeting on May 4th would possibly go over how to choose schools.

Discussion -

- Q: How is this incorporated? Is it a class?
 - A: This is left up to the teachers; if the teacher wants to bring in an outside person to teach it, they can.
 - A: Backpacks are an accessory and are not necessary to teach the course, which makes sustainability easier.

Long Term Volunteer Strategy: CERT workgroup took a look at the training curriculum (specializing / personalizing it for Wisconsin). Draft done in December was approved last month. One of the strategies is to regionalize the training. Started to talk to technical colleges to act as a fiscal agent / facilitator. Most tech colleges cover from 5 - 8 counties and are involved in some kind of responder curriculum. They're already plugged into EM / response. Working to increase consistency and promotion amongst instructors. They identify the needs for CERT volunteers. They are helpful in areas where we don't have coverage (people are few and far between), to create regional pools. Last year OJA a CERT training announcement. Received other applications for training, but had to refuse them. Didn't spend all the money on CERT. OJA wants to spend all the money and try to meet the needs that are out there by broadening the training strategy.

- CISM
- Stress management
- Easy, simple courses (preparedness, etc)
- We can use these different trainings as multipliers (drawing in people through basic trainings and advertising for CERT)

Motion made by Terry Dryden that: "The Citizen Corps Council moves to create a funding announcement for this calendar year for FY09 for a competitive training grant round (that would allow other training types besides CERT to be considered) called Volunteer Training.". Motion seconded by Terry Timmerman. Motion approved by unanimous voice vote.

Emergency Preparedness Survey: Greg Engle - Survey on household preparedness in the state piggybacked onto the Badger poll. Results were published in December - the data report was done by OJA's Statistical Analysis Center. 22% polled had a disaster kit. 20% were prepared. National average is 35% / 40%. Highest income were the lowest prepared. Lowest income, highest education

were the most prepared. This survey was a starting point. It will be done again in 2011 (planned), if we can get back on the Badger poll. Suggestion that it might be interesting to compare the results to a report done on trust in government. Ready Georgia showed improvement in their second readiness survey. This poll got a lot of play in the media (AP, USA Today, Channel 3, Fox in GB, Appleton, WPR, etc).

Other Discussion: Mass Notification Systems - Can be used for targeted, internal notifications (SWAT teams, health and human services, etc). Two systems - one is setup in your communications system; the other is offsite, in case your phone lines go down. Gives you a public website where people can register multiple phones. Sends email, text messages, text to speech (costs money). Code Red is used in Vilas County - they're happy with the system. MyStateUSA (Milwaukee County uses this for a number of things).

Update on MRC Units: Billy Bayou - 7 units in WI now under Office of the Surgeon General. 3 new units focusing on basic stuff. Unique teams - unit members are trained under specified trainings (local, emergency and non-emergency). Each unit designs their own training beyond baseline training. A definite resource locally.

Review of Action Items: Motions - Competitive training funding announcement. Other Items: URLs needed for website review and members and position descriptions needed in the roll call.

Next Meeting Date Discussion: Could use a Doodle poll to poll members for mid-July or August.

Meeting Adjourned